identifying a consumer;

including the web site address in an electronic mail message sent to a consumer's computer, wherein the web site address provides access to one or more web sites;

establishing a connection between the consumer's computer and the one or more web sites, in response to a consumer selecting a reference to the web site address included in the electronic mail message;

receiving a consumer request to access the one or more web sites, wherein the consumer request includes the web site address in the electronic mail message;

parsing the web site address in the consumer request to find the unique identifier; and

tracking the consumer's movement within the one or more web sites by associating the unique identifier with information that defines consumer activity within said one or more web sites.

2.   (Amended) The method of Claim 1, wherein the act of tracking the consumer's movement within said one or more web sites comprises:

storing in a log file the unique identifier in association with the information that defines consumer activity; and

extracting the information that defines consumer activity based on its association with the unique identifier to track consumer movement.

3.   (Amended) The method of Claim 1, wherein the act of associating the unique identifier with information that defines consumer activity comprises:

identifying an IP address used for establishing the connection between the consumer's computer and the one or more web sites, wherein the IP address is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the IP address such that the information that defines consumer activity can be extracted based on the association between the IP address and the unique identifier.

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4.   (Amended) The method of Claim 1, wherein the act of associating the unique identifier with information that defines consumer activity comprises:

identifying connection or environment specific information related to the established connection between the consumer's computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the connection specific information such that information that defines consumer activity can be extracted based on the association between the connection specific information and the unique identifier.

5.   (Amended) The method according to Claim 1, wherein the unique identifier identifies a consumer's electronic mail address.

6.   (Amended) The method according to Claim 1, wherein the one or more web sites include a plurality of links to other web pages that can be located at a plurality of web servers.

7.   (Unchanged) The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer can purchase merchandise.

8.   (Unchanged) The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer can electronically view images of merchandise.

9.   (Unchanged) The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer may electronically contact a seller.

10.   (Amended) The method according to Claim 1, wherein information about the

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consumer's movement within the one or more web sites is stored in a log file.

11.   (Amended) The method according to Claim 10, wherein the log file includes the addresses of the one or more web sites.

12.   (Amended) The method of Claim 10, wherein the log file includes information regarding number of times the consumer accesses a particular web site.

13.   (Amended) The method of Claim 10, wherein the log file includes information regarding any purchase the consumer makes while visiting the one or more web site.

14.   (Unchanged) The method according to Claim 10, wherein the log file includes duration of the consumer's visit to a particular web site.

15.   (Amended) The method according to Claim 10, further comprising:

developing a consumer master database based upon the log file;

querying the master database; and

determining consumer preferences.

16.   (Unchanged) The method according to Claim 15, wherein the master database includes a plurality of segments including an email look up segment that includes a listing of a plurality of consumer electronic mail addresses with corresponding unique identifiers.

17.   (Unchanged) The method according to Claim 15, wherein the master database includes a consumer information segment that contains consumer related information.

18.   (Unchanged) The method according to Claim 15, wherein the master database

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includes a promotional material segment that includes information regarding promotional materials.

19.   (Unchanged) The method according to Claim 15, wherein the master database includes a purchasing segment that includes information regarding purchases made by the consumers.

20.   (Unchanged) The method according to Claim 15, wherein the master database includes a URL segment that includes a plurality of URLs with corresponding keywords and plurality of keycodes associated with the keywords.

21.   (Unchanged) The method according to Claim 15, wherein the master database includes a credit card segment that includes consumer credit card number, date and amount of purchase by consumer.

22.   (Amended) Computer executable process stored in a computer readable medium for electronically profiling consumer interests, the process comprising:
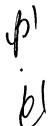
embedding a unique identifier within a web site address, the unique identifier uniquely identifying a consumer;
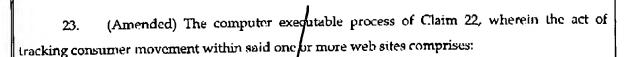
establishing a connection between the consumer's computer and one or more web sites, in response to a consumer selecting a reference to the web site address;

receiving a consumer request to access the one or more web sites, wherein the consumer request includes the web site address;

parsing the web site address to find the unique identifier; and

tracking the consumer's movement within the one or more web sites by associating the unique identifier with information that defines consumer activity within said one or more web sites.

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23.   (Amended) The computer executable process of Claim 22, wherein the act of tracking consumer movement within said one or more web sites comprises:

storing in a log file the unique identifier in association with the information that defines consumer activity within said one or more web sites;

searching the log file for the unique identifier; and

extracting the information that defines consumer activity based on its association with the unique identifier to track consumer movement.

24.   (Amended) The computer executable process of Claim 22, wherein the act of associating the unique identifier with information that defines consumer activity comprises:

identifying an IP address used for establishing the connection between the consumer's computer and the one or more web sites, wherein the IP address is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the IP address such that the information that defines consumer activity can be extracted based on the association between the IP address and the unique identifier.

25.   (Amended) The computer executable process of Claim 22, wherein the act of associating the unique identifier with information that define consumer activity comprises:

identifying connection specific information related to the established connection between the consumer's computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the connection specific information such that data that defines consumer activity can be extracted based on the association between the IP address and the unique identifier.

26.   (Amended) Computer executable process steps according to Claim 22, wherein the unique identifier identifies a consumer's electronic mail address.

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27.   (Amended) Computer executable process steps according to Claim 22, wherein the one or more web sites include a plurality of links to other web pages that can be located at a plurality of web servers.

28.   (Unchanged) Computer executable process steps according to Claim 27, wherein the plurality of links to other web pages located at a plurality of web servers includes a link to a web page from where the consumer can purchase merchandise.

29.   (Unchanged) Computer executable process steps according to Claim 27, wherein the plurality of links to other web pages includes a link to a web page from where the consumer can electronically view images of merchandise.

30.   (Unchanged) Computer executable process steps according to Claim 27, wherein the plurality of links to other web pages includes a link to a web page from where the consumer may electronically contact a seller.

31.   (Amended) Computer executable process steps according to Claim to 22, wherein information about the consumer's movement within the one or more web sites is stored in a log file.

32.   (Amended) Computer executable process steps according to Claim according to 31, wherein the log file includes the addresses of the one or more web sites.

33.   (Amended) Computer executable process steps according to Claim 31, wherein the log file includes information regarding number of times the consumer accesses a particular web site.
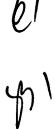
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34.   (Amended) Computer executable process steps according to Claim 31, wherein the log file includes information regarding any purchase the consumer makes while visiting the one or more web site.

35.   (Unchanged) Computer executable process steps according to Claim 31, wherein the log file includes the duration of the consumer's visit to a particular web site.

36.   (Amended) Computer executable process steps according to Claim 31, further comprising:

developing a consumer master database based upon the log file;

querying the master database; and

determining consumer preferences.

37.   (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a plurality of segments including an email look up segment that includes a listing of a plurality of consumer electronic mail addresses with corresponding unique identifiers.

38.   (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a consumer information segment that contains consumer related information.

39.   (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a promotional material segment that includes information regarding promotional materials.

40.   (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a purchasing segment that includes information regarding

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~~purchases made by the consumers.~~

41.   (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a URL segment for storing plurality of keywords associated with plurality of URLs, and the plurality of key codes associated with plurality of keywords.

42.   (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a credit card segment that includes consumer credit card number, date and amount of purchase by consumer.

43.   (Amended) The method of Claim 1, wherein the unique identifier is a consumer's credit card information.

44.   (Amended) The computer executable process of Claim 22, wherein the unique identifier is a consumer's credit card information.

45.   (Amended) A method for electronically profiling consumer interests, the method comprising:

receiving a consumer request to access one or more web sites implemented on at least a first computer, wherein the consumer request includes a web site address, sent to a consumer in an electronic mail message, with a unique identifier embedded in the web site address for uniquely identifying the consumer;

parsing the web site address to find the unique identifier; and

logging the unique identifier in one or more log files in association with information that defines consumer activity within said one or more web sites.

46.   (Amended) The method of Claim 45, further comprising:

extracting the information that defines consumer activity based on its association with the

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unique identifier to track consumer movement.

47.   (Amended) The method of Claim 45, wherein the consumer request is received through a connection established between the consumer's computer and the one or more web sites, the method further comprising:

identifying connection or environment specific information related to the established connection between the consumer's computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the connection or environment specific information such that information that defines consumer activity can be extracted based on the association between the connection or environment specific information and the unique identifier.

48.   (Amended) The method of Claim 47, wherein the connection or environment specific information relates to IP address of the consumer's computer.

49.   (Amended) The method of Claim 47, wherein the unique identifier relates to credit card information of the consumer.

50.   (Amended) The method of Claim 47, wherein the unique identifier relates to electronic mail address of the consumer.

51.   (Amended) The method of Claim 47, wherein the connection or environment specific information relates to an operating system executing on the consumer's computer.

52.   (Amended) A unique identifier embedded in a URL provided to a consumer, such that when the consumer selects the URL a connection is established between a consumer computer having a first IP address and a web server, wherein the web server receives the URL via said established connection and parses the URL for the unique identifier, and wherein the IP

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address is recorded in a log file in association with the unique identifier.

53. (Amended) The unique identifier of Claim 52, wherein consumer's activity within one or more web sites accessible via the web server is tracked based on the association between the IP address and the unique identifier.

54. (Amended) A method of tracking consumer movement within one or more web sites comprising:

associating a unique identifier with an IP address for a consumer's computer in communication with a web server, wherein the unique identifier uniquely identifies a consumer and wherein the communication between the consumer's computer and the web server is established by the consumer selecting a URL sent to the consumer in an email, and wherein the URL includes the unique identifier.

55. (Amended) The method of Claim 54, further comprising:

searching one or more log files generated by the web server for the unique identifier to determine consumer movement within one or more web sites accessible via the URL.
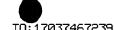
56. (Amended) The method of Claim 55, wherein the one or more log files include information that defines consumer activity for one or more consumers, and wherein information that defines consumer activity for a particular consumer can be identified by the unique identifier for the particular consumer in association with the IP address.

DRAWINGS

Formal drawings were submitted to overcome the Draftspreson's objections under 37 CFR 1.84 or 1.152, in the last response. The Examiner has, however, indicated that the submitted drawings are considered informal in the Final Office Action. The Applicants hereby request a confirmation of the receipt of the formal drawings.

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CHANGE OF ADDRESS

Please feel free to forward any questions and comments to the undersigned Attorney for Applicants or by calling 310-789-2100. Please also note that a new Change of Address notice has been filed in this case listing the following address as the proper mailing address:

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Newport Beach, CA 92660

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Box Non-Fee Amendment, Assistant Commissioner for Patents, Washington, D.C. 20231,

on _____, 2002.

_____
Attorney for Applicant(s)   Date of Signature

Respectfully submitted,

F. Jason Far-hadian, Esq.
Attorney for Applicant(s)
Reg. No. 42,523

SUBMITTED BY WAY OF FACSIMILE TO: (703) 746 7239

ATTACHMENT A

CLAIMS

1.   A method for electronically [sending promotional material based upon consumer tastes and preferences comprising the steps of] profiling consumer interests, the method comprising:

embedding [providing] a unique identifier within a web site address, the unique identifier uniquely identifying a consumer; [to the consumer's electronic mail address;]

[sending electronic mail to the consumer with the electronic mail address having the unique identifier, wherein the electronic mail includes a plurality of embedded Internet web site addresses with the unique identifier;

accessing, by the consumer the plurality of embedded Internet web sites in response to the sent electronic mail, wherein the plurality of embedded web sites can be located on a plurality of web servers;]

including the web site address in an electronic mail message sent to a consumer's computer, wherein the web site address provides access to one or more web sites;

establishing a connection between the consumer's computer and the one or more web sites, in response to a consumer selecting a reference to the web site address included in the electronic mail message;

receiving a consumer request to access the one or more web sites, wherein the consumer request includes the web site address in the electronic mail message;

parsing the web site address in the consumer request to find the unique identifier; and

tracking the consumer's movement within the one or more web sites by associating the unique identifier with information that defines consumer activity within said one or more web sites. [plurality of the accessed embedded Internet web sites; and

sending promotional material to the consumer based upon the tracked consumer movement within the embedded Internet web sites.]

2.   (Amended) The method according to Claim 1, [further comprising the step of:

acquiring the consumer's email address.] wherein the act of tracking the consumer's

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movement within said one or more web sites comprises:

storing in a log file the unique identifier in association with the information that defines consumer activity; and

extracting the information that defines consumer activity based on its association with the unique identifier to track consumer movement.

3.   (Amended) The method [according to Claim 2] of Claim 1, wherein [the electronic mail address is acquired at the point of sale location.] the act of associating the unique identifier with information that defines consumer activity comprises:

identifying an IP address used for establishing the connection between the consumer's computer and the one or more web sites, wherein the IP address is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the IP address such that the information that defines consumer activity can be extracted based on the association between the IP address and the unique identifier.

4.   (Amended) The method [according to Claim 2] of Claim 1, wherein [the electronic mail address is acquired electronically.] the act of associating the unique identifier with information that defines consumer activity comprises:

identifying connection or environment specific information related to the established connection between the consumer's computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the connection specific information such that information that defines consumer activity can be extracted based on the association between the connection specific information and the unique identifier.

5.   (Amended) The method according to Claim 1, wherein the unique identifier [for the electronic mail address is an alphanumeric tag] identifies a consumer's electronic mail

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address.

6.   (Amended) The method according to Claim 1, wherein the [plurality of accessed Internet] one or more web sites include a plurality of links to other web pages that can be located at a plurality of web servers.

7-9   (Unchanged)

10.   (Amended) The method according to Claim 1, wherein information about the consumer's movement within the [plurality of accessed embedded Internet] one or more web sites is stored in a log file.

11.   (Amended) The method according to Claim 10, wherein the log file includes the addresses of the [plurality of] one or more web sites [accessed by the consumer].

12.   (Amended) The method of Claim 10, wherein the log file includes information regarding [the] number of times the consumer accesses a particular web site.

13.   (Amended) The method of Claim 10, wherein the log file includes information regarding any purchase the consumer makes while visiting the [accessed] one or more web site.

14.   (Unchanged)

15.   (Amended) The method according to Claim 10, further comprising [the steps of]:

        developing a consumer master database based upon the log file;

        querying the master database; and

        determining consumer preferences.

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16-21   (Unchanged)

22.   (Amended) Computer executable process [steps] stored in a computer readable medium[, the process steps] for electronically profiling consumer interests [sending promotional material based upon consumer tastes and preferences] , the process [steps] comprising [of]:

[providing] embedding a unique identifier [to the consumer's electronic mail address] within a web site address, the unique identifier uniquely identifying a consumer;

establishing a connection between the consumer's computer and one or more web sites, in response to a consumer selecting a reference to the web site address;

receiving a consumer request to access the one or more web sites, wherein the consumer request includes the web site address;

parsing the web site address to find the unique identifier; and

tracking the consumer's movement within the one or more web sites by associating the unique identifier with information that defines consumer activity within said one or more web sites.

[sending electronic mail to the consumer with the electronic mail address having the unique identifier, wherein the electronic mail includes a plurality of embedded Internet web site addresses with the unique identifier;

accessing, by the consumer the plurality of embedded Internet web sites in response to the sent electronic mail, wherein the plurality of embedded web sites can be located on a plurality of web servers;

tracking the consumer's movement within the plurality of the accessed embedded Internet web sites; and

sending promotional material to the consumer based upon the tracked consumer movement within the embedded Internet web sites.]

23. (Amended)   Computer executable process [steps] according to Claim 22, [further comprising the process step of] wherein the act of tracking consumer movement within said one

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or more web sites comprises:

storing in a log file the unique identifier in association with the information that defines consumer activity within said one or more web sites;

searching the log file for the unique identifier; and

extracting the information that defines consumer activity based on its association with the unique identifier to track consumer movement.

[acquiring the consumer email address.]

24. (Amended) Computer executable process [steps] according to Claim 22, wherein the act of associating the unique identifier with information that defines consumer activity comprises:

identifying an IP address used for establishing the connection between the consumer's computer and the one or more web sites, wherein the IP address is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the IP address such that the information that defines consumer activity can be extracted based on the association between the IP address and the unique identifier. [Claim 23, wherein the electronic mail address is acquired at the point of sale location.]

25. (Amended) Computer executable process [steps] according to Claim 22, wherein the act of associating the unique identifier with information that define consumer activity comprises:

identifying connection specific information related to the established connection between the consumer's computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the connection specific information such that data that defines consumer activity can be extracted based on the association between the IP address and the unique identifier. [Claim 23, wherein the consumer electronic mail address is acquired electronically.]

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26.   (Amended) Computer executable process steps according to Claim 22, wherein the unique identifier [for the] <u>identifies</u> a consumer's electronic mail address [is an alphanumeric tag].

27.   (Amended) Computer executable process steps according to Claim 22, wherein the [plurality of accessed Internet] <u>one or more</u> web sites include a plurality of links to other web pages that can be located at a plurality of web servers.

28 - 30 (Unchanged).

31.   (Amended) Computer executable process steps according to Claim to 22, wherein information about the consumer's movement within the [plurality of accessed embedded Internet] <u>one or more</u> web sites is stored in a log file.

32.   (Amended) Computer executable process steps according to Claim according to 31, wherein the log file includes the addresses of the [plurality of] <u>one or more</u> web sites [accessed by the consumer].

33.   (Amended) Computer executable process steps according to Claim 31, wherein the log file includes information regarding [the] number of times the consumer accesses a particular web site.

34.   (Amended) Computer executable process steps according to Claim 31, wherein the log file includes information regarding any purchase the consumer makes while visiting the [accessed] <u>one or more</u> web site.

35.   (Unchanged).

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36.   (Amended)   Computer executable process steps according to Claim 31, further comprising [the process steps of]:

  developing a consumer master database based upon the log file;

  querying the master database; and

  determining consumer preferences.

37-42   (Unchanged).

43.   (Amended)   The [A] method of Claim 1, wherein the unique identifier is a consumer's credit card information. [for sending promotional material based upon consumer taste and preferences, comprising the steps of:

acquiring consumer credit card information;

tracking consumer movement within a plurality of web sites located at a plurality of web servers, and

sending promotional material to the consumer based upon the tracked consumer movement within the web site.]

44.   (Amended)   The computer executable process of Claim 22, wherein the unique identifier is a consumer's credit card information. [method of Claim 43, wherein the credit card information is acquired when a consumer purchases an item from a seller's web site.]

45.   (Amended)   [The] A method [according to Claim 43, wherein the credit card information includes consumer name.] for electronically profiling consumer interests, the method comprising:

receiving a consumer request to access one or more web sites implemented on at least a first computer, wherein the consumer request includes a web site address, sent to a consumer in an electronic mail message, with a unique identifier embedded in the web site address for

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uniquely identifying the consumer;

parsing the web site address to find the unique identifier; and

logging the unique identifier in one or more log files in association with information that defines consumer activity within said one or more web sites.

46.   (Amended)   The method of Claim [43, wherein the credit card information includes consumer mailing address.] 45, further comprising:

extracting the information that defines consumer activity based on its association with the unique identifier to track consumer movement.

47.   (Amended)   The method of Claim [43, wherein the credit card information includes consumer email address.] 45, wherein the consumer request is received through a connection established between the consumer's computer and the one or more web sites, the method further comprising:

identifying connection or environment specific information related to the established connection between the consumer's computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the connection or environment specific information such that information that defines consumer activity can be extracted based on the association between the connection or environment specific information and the unique identifier.

48.   (Amended) The method of Claim [43, wherein the consumer movement is tracked by an IP address corresponding to the consumer's credit card information and stored in a log file.] 47, wherein the connection or environment specific information relates to IP address of the consumer's computer.

49.   (Amended) The method of Claim [48, wherein the log file includes information regarding the purchase the consumer makes while visiting the accessed web site.] 47, wherein the

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unique identifier relates to credit card information of the consumer.

50. (Amended) The method of Claim [48, wherein the log file includes the duration of the consumer's visit to a particular web site.] 47, wherein the unique identifier relates to electronic mail address of the consumer.

51. (Amended) The method of Claim [48, further comprising the steps of:

developing a master database based upon the log file;

querying the master database; and

determining consumer preferences.] 47, wherein the connection or environment specific information relates to an operating system executing on the consumer's computer.

52. (Amended) [The method according to Claim 48, wherein the master database includes a plurality of segments including an email look up segment that includes a listing of a plurality of consumer electronic mail addresses with corresponding unique identifiers.] A unique identifier embedded in a URL provided to a consumer in an email message, such that when the consumer selects the URL a connection is established between a consumer computer having a first IP address and a web server, wherein the web server receives the URL via said established connection and parses the URL for the unique identifier, and wherein the IP address is recorded in a log file in association with the unique identifier.

53. (Amended) [The method according to Claim 48, wherein the master database includes a consumer information segment that contains consumer related information.] The unique identifier of Claim 52, wherein consumer's activity within one or more web sites accessible via the web server is tracked based on the association between the IP address and the unique identifier.

54. (Amended) [The method according to Claim 48, wherein the master database includes a promotional material segment that includes information regarding promotional

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materials.] A method of tracking consumer movement within one or more web sites comprising:

associating a unique identifier with an IP address for a consumer's computer in communication with a web server, wherein the unique identifier uniquely identifies a consumer and wherein the communication between the consumer's computer and the web server is established by the consumer selecting a URL sent to the consumer in an email, and wherein the URL includes the unique identifier.

55.   (Amended) [The method according to Claim 48, wherein the master database includes a purchasing segment that includes information regarding purchases made by the consumers.] The method of Claim 54, further comprising:

searching one or more log files generated by the web server for the unique identifier to determine consumer movement within one or more web sites accessible via the URL.

56.   (Amended) [The method according to Claim 48, wherein the master database includes a URL segment that includes a plurality of URLs, keywords associated with URLs and key codes associated with keywords.] The method of Claim 55, wherein the one or more log files include information that defines consumer activity for one or more consumers, and wherein information that defines consumer activity for a particular consumer can be identified by the unique identifier for the particular consumer in association with the IP address.

57-74   (Canceled)

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